



ENERGY STAR®

Have You Found the Profit Hiding in Your Energy Bill?

"Every Dollar Saved on Your Energy Bill is One More Dollar in Profits."

Evaluating energy performance at an organizational level is the first step in improving energy performance. ENERGY STAR helps you take this step and provides the resources you need to make prioritized improvements to your stores, your profits, and your bottom line.

Thousands of organizations across the nation rely on ENERGY STAR, a voluntary program of the U.S. Environmental Protection Agency, to help them improve their energy and financial performance and establish themselves as industry and environmental leaders.

Ask yourself these questions to see how your company is performing.

Do you know where your energy goes?

You know how important keeping track of inventory and sales is to running a retail establishment. What you may not realize is that keeping track of energy is just as critical to your bottom line. ENERGY STAR helps you track energy so you can get the most out of your energy bill.

Do you know how your company's energy performance stacks up against the competition?

Measuring your stores' energy performance allows you to compare their energy performance with similar buildings and helps you identify which stores in your portfolio have the greatest potential for energy savings. These insights will help you to develop short- and long-term strategies for achieving cost reductions and help you maintain the gains already achieved. ENERGY STAR gives you the tools and support you need to measure and compare your energy performance.

Is your company's senior management aware of the financial value of superior energy performance?

Demonstrating how improved energy performance can raise profit margins, earnings per share and, ultimately, shareholder value is crucial in gaining high-level support for energy investment opportunities. ENERGY STAR not only helps you find the best opportunities to save energy, but also provides you with the tools to promote these smart energy investments to senior management.

Does your company have an energy management plan that is supported by senior management?

Developing a strategic energy management plan with executive commitment is key to making energy performance a high level priority in your company. A good plan outlines an approach for achieving and sustaining superior energy performance. ENERGY STAR can help your company develop a strategic energy management plan or assist in improving your current plan.

Is energy management integrated into all of your company's business activities?

Achieving and maintaining superior energy performance is a team effort. Because energy is part of every business activity, approaching energy performance from an organization-wide perspective is critical to success. Getting staff in all areas of the organization involved ensures that you will capture the potential savings from your energy bill. ENERGY STAR can help you coordinate energy management across your organization.

Are your employees, customers, and shareholders aware of your energy performance successes?

Promoting your accomplishments and successes can motivate your employees, attract customers, enhance your company's environmental image, and strengthen shareholder relations. ENERGY STAR helps you communicate your commitment to superior energy and environmental performance.

"By investing in energy management projects, we have significantly impacted our bottom line and improved profits."

Susan Sollenberger,
Director of Facilities,
Food Lion

**IF YOU ANSWERED NO TO ANY OF THESE QUESTIONS,
ASK HOW ENERGY STAR CAN HELP YOUR COMPANY!**

To learn more...

Debra Shepherd
(202) 564-1473
shepherd.debra@epa.gov

Gene Monago
703-934-3107
genemonago@icfconsulting.com

Why ENERGY STAR?

ENERGY STAR promotes energy performance as a way for businesses to improve their financial performance while protecting the environment. Thousands of organizations across the nation are using the support and resources offered by ENERGY STAR, a program of the U.S. Environmental Protection Agency, to improve their financial performance and establish themselves as industry and community leaders.

What does ENERGY STAR offer?

Measurement and Tracking Tools

- Portfolio Manager Benchmarking Tool
- Financial Value Calculator
- One-2-Five Energy Management Software

Technical Resources

- Energy Star Buildings Manual
- Energy Management Planning Assistance
- E Source Technology Atlas

Communications Assistance

- Communications Starter Kit
- Web-based Success Stories
- PR Opportunities

Who has partnered with ENERGY STAR?

Hundreds of retail companies including...

- BJ's Wholesale Club, Inc.
- Blockbuster Entertainment Corporation
- Dollar General Corporation
- Eckerd Corporation
- Food Lion, Incorporated
- HEB Grocery Company
- Hollywood Entertainment
- Kmart Corporation
- McDonald's Corporation
- Safeway, Incorporated
- Sak's Incorporated
- Shaw's Supermarkets, Incorporated
- Staples, Incorporated
- Target Stores
- The Home Depot
- Toys R Us
- Wal-Mart Stores, Incorporated

"By promoting capital spending on energy efficiency projects, companies can keep expenses down, which in turn helps keep costs down for customers. We've realized rates of return of up to 35 percent on some of the projects we've implemented."

- Kathleen Loftus, Manager of Energy and Regulatory Affairs, Shaws Supermarkets Inc.

"ENERGY STAR has changed how we look at our business. As we reduce the cost of energy, we can pass some of those savings on to our shareholders in the form of higher profits and to our customers in the form of lower prices."

- Thomas Stenberg, CEO, Staples Inc.



Few people can make decisions that are as good for the environment as they are for business. You happen to be one of them.